

NOAA Education Council Meeting

Date/Time: September 16, 2015 / 1:00–4:00 pm
Location: SSMC3, Room 14836
Dial-in: 866.901.0711
Contact: Lisa Nakamura (202) 482-3139, Patrick Drupp (202) 482-9183

Adobe Connects Link to Meeting: <http://connectpro46305642.adobeconnect.com/edcouncil/>

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AGENDA

- 1:00 Welcome/Opening remarks
- 1:10 New working groups and Coordinating Committee
 - Council working groups: Voting results and welcome to new working group leads (*Informational*) - Lisa Nakamura & Leads (20 min)
 - Local/Regional Collaboration - Stephanie Bennett & Lisa Hiruki-Raring
 - Product/Program Development & Delivery - Frank Niepold & Peg Steffen
 - Internal Professional Development - Julia Galkiewicz & Sarah Schoedinger
 - Underserved Audiences - Kristen Jabanoski & Nina Jackson
 - Coordinating Committee charter (*Decisional*) - Christos Michalopoulos (15 min)
- 1:45 Implementation Plan next steps (*Informational*) - Lisa Nakamura (15 min presentation)
- 2:00 Break (10 min)
- 2:10 Unified Data Call: Accomplishments Report (*Informational*) - Marissa Jones and Pat Drupp (45 min)
- 2:55 Updates and announcements
- 3:25 Distribute Strategic Plan and Accomplishments Report hard copy - celebrate in the next room + **happy hour**

ATTENDANCE

In room (21): Louisa Koch (LK), Ron Gird (RG), Marissa Jones (MJ), Krista Stegemann (KS), John Baek (JB), Bruce Moravchik (BM), Tracy Hajduk (TH), Julie Galkiewicz (JG), Bronwen Rice (BR), Kate Naughten (KN), Bob Hansen (BH), June Teisan (JT), Matt Ellis (ME), Jon Lilley (JL), Carrie McDougall (CMc), Christos Micholopoulos (CM), Patrick Drupp (PD), Lisa Nakamura (LN), Kristen Jabanoski (KJ), Jennifer Hammond (JH), Steph Bennett (SB)

On phone (13): John McLaughlin (JM), Judy Koepsell (JK), Lisa Hiruki-Raring (LHR), Molly Harrison (MH), Rochelle Plutchak (RP), Anupa Asokan (AA), Amy Clark (AC), Paula Keener (PK), Chris Nelson (CN), Atziri Ibanez (AI), Peg Steffen (PS), Frank Niepold (FN), Tanja Fransen (TF)

SUMMARY OF ACTION ITEMS AND DECISIONS

- **DECISION:** Coordinating Committee (CoComm) charter is approved.
- **DECISION:** The Council will take on four Council actions in the Implementation Plan led by the following working groups:
 - Local/Regional Collaboration
 - Product/Program Development & Delivery
 - Internal Professional Development
 - Underserved Audiences
- **DECISION:** Council approves of the updated timeline for the Implementation Plan.
- **ACTION:** Frank will send link to climate.gov page about the climate youth engagement program to Ed Council

Opening Remarks from Louisa:

- Mary Fairbanks is joining the Council as the alternate voting member for National Weather Service-at large
- Krista Stegemann will be filling Leah Henry's role with the Council for the Marine Debris Program
- Stacey Rudolph has left the Office of Education and accepted a job with Partnership for Assessment of Readiness for College and Careers (PARCC)
- The Council is soliciting ideas for field educator presentations for upcoming meetings

New working groups and Coordinating Committee

Slides and CoComm charter available on the Ed Council intranet site

- LN: Unanimous approval of all recommendations, with four working groups moving forward
- **DECISION: The Council will take on four Council actions in the Implementation Plan led by the following working groups:**
 - **Local/Regional Collaboration**
 - **Product/Program Development & Delivery**
 - **Internal Professional Development**
 - **Underserved Audiences**

Updates from Working Group Leads

- PS: Over 12 people have signed up for P2D2 so we will likely be dividing into smaller subgroups. We welcome anyone who wants to join. A few topics we are working out:
 - How will we reach stakeholders?
 - How are other agencies developing criteria for their materials?
 - We will likely be split amount formal and informal audiences and public outreach
- JG: The internal PD group is meeting at the end of the month to start fleshing out the path forward.
- KJ: The underserved audiences group is meeting next week and planning to finalize our inventory survey.
- LHR: The local/regional group has members from Hawaii, Alaska, Washington, the West

Coast, Southeast, Chesapeake Bay, New England, and Great Lakes. We are identifying regions for pilot networks or educators. Hawaii and Alaska Pacific Northwest will likely be the initial pilots with possibilities for the West Coast, Great Lakes, and Chesapeake Bay. We currently do not have any NWS members so we are reaching out to try to include some membership from NWS.

Review of CoComm Draft Charter (available on intranet)

- CM: Would like to call for a vote to approve the CoComm charter
- ***DECISION: CoComm Charter is approved by the Council***

Implementation Plan next steps (Informational) - Lisa Nakamura (15 min presentation)

Updated timeline is available in slides on Ed Council intranet

- ***DECISION: Council approves of the updated timeline for the Implementation Plan***

Unified Data Call: Accomplishments Report (Informational) - Marissa Jones and Pat Drupp (45 min)

- AI: The relevance, response, results is a wonderful format, but for some stories which may be several locations being combined together to form a national picture the local relevance can be somewhat harder to explain. The relevance for each location may be very different so this could be difficult in that case.
 - MJ: That is fine. We know that it is going to take a slightly different form when you look at things more broadly rather than locally. We hoped that the ELG example (see slides) would show a way of talking about a broader region. It will take a different form but we hope we can still look for a theme that the programs share. Hopefully during the story idea time we can work on this and show some relevance.
- RG: Can this be a continuing story from one year to the next or just discrete events for the year?
 - MJ: It doesn't have to be discrete but we don't want to talk about something from a different year unless it's clear why. For example, maybe you didn't get the evaluation results until later. Just give the context for why you are talking about it now. If it is ongoing give a preview of the next steps.
- LN: Can you talk about the format? Do you expect people to have specific relevance, response, results sections?
 - MJ: We aren't going to include headers of those topics. We aren't going to enforce paragraphs or even that order, but it's a logical way to tell a story. These are elements we'd like you to include.
- BM: I wanted to ask about the relationship to the goals and objectives. What if a story crosses over to achieve more than one goal or objective?
 - MJ: The way we organize the document (by Strategic Plan goals) does impose constraints on where we file the stories. Goal 1 tends to be more popular than other goals. Although we know there is a lot of crossover maybe you can tell it in a way that isn't goal 1, by highlighted a stewardship component for example. You're free to talk about the benefits in other areas too though.
- CMc: In terms of scope, you're looking through trying to think which stories are the best to send. For Congress, the highly localized stories are more attractive, but for different audiences sometimes the national stories are of more interest. Do you have guidance into which types you prefer?

- MJ: It is helpful that when a story is geographic specific to make that very clear. One use of these stories is for the Hill so if you have geographic specificity make it obvious. Some of the bigger organizational ones speak to goal 5, and those are more qualitative stories. It sends a good message to a lot of people when we show the Federal Government is trying to do a better job of providing services. First consider if it's an impactful story, is it relevant? If two are on par with how engaging the stories are maybe go for one that isn't goal one. If you are submitting multiple stories maybe you want some that highlight local and some national to show your own programs diversity.
- CM: Remember that a lot of us also submitted programmatic actions for the Implementation Plan so in the future (not this year) we obviously want to try to highlight the programs that we committed to doing and making a priority.
- LK: Give us the examples that you think best represent your program. These criteria are helpful, but for this we are looking for you to tell us the three stories that best demonstrate the impact of your program. And if we visit certain members we will be looking for stories to show them.
- LN: The story idea period is a good time to bounce these ideas off of us.
- MJ: You can submit more than three story ideas and we will help you narrow it down.
- BR: In the past we've talked about having some accomplishments that don't fall neatly within one specific line of the Council. Is this story idea time a good idea to discuss those stories.
 - MJ: Yes, we are doing the "Council seat" as we did last year. If you have a program that really had no lead and has three or more programs or line offices involved you can submit it under the Council seat slot. It really needs to be a collaborative effort, containing at least three or more parts of NOAA. If there is a possible lead, please have that program submit it.

Updates and announcements

- JH: The 25th Teacher at Sea season is coming to an end this week. We had 24 teachers this year participate in the program.
- RG: Tomorrow we meet with representatives from kids.gov to review their weather website references and to make updates and potentially expand to a broader NOAA level. I will summarize this meeting at the next Council.
- BM: Upcoming NOAA webinar with Sandy McDonald "Decarbonizing U.S. energy grid by 2030." We open applications to Climate Stewards community by Sept 30th NOS is in the process of finishing up the internal architecture of the website and reorganizing it externally to utilize a wider range of resources.
- PS: Climate Game Jam kick off Friday Oct 2nd. The entire event will be through Google Hangouts.
- TH: There was a live TV show from Monterrey Bay "Big Blue" last month. The Sanctuaries education team was involved with PBS, and BBC was the main producer. When showed in UK, they estimated that 30% of the TVs had it on. Sanctuary group is working on starting a distance learning online seminar for to push some curriculum out to educators. We are continuing to work on Sanctuary education implementation plan (5 year)
- KN: Species in the Spotlight campaign continues. This campaign highlights critically endangered species.
- KJ: Education Partnership Program is working on finalizing the FFO for Cooperative

Science Centers. Had a sneak peak at the new NOAA website. It is very modern and easy to navigate. The theme is "NOAA at your service," and will serve as a front door to agency. There is a lefthand navigation bar that takes you to focus area pages rather than line office. The site scales to mobile devices and includes social media share buttons. The search bar is obvious and present and local weather is easily accessible.

- JG: Knauss placement week is coming up November 16th-20th. I will begin recruiting for Knauss host offices next week. Next year is Sea Grant's 50th year so we are planning a yearlong celebration. The 2017 Knauss FFO is out and the NMFS Fellow FFO is also being written.
- SB: We have been working with Sea Grant on a marine science education resource "Exploring Fluid Earth" for about 4 years and that resource is now available online. It is targeted to grades 9-12 and aligned with Next Generation Science Standard.
- CM: Louisa, Jon, and I are headed to Salt Lake City to attend the Association of Zoos and Aquariums annual meeting and to and to host the Coastal Ecosystems Learning Center network meeting. OEd has taken over coordination of CELC for the past 6 months. It has been part of Coastal America for the past 20 years but has stopped being active due to lack of funding. This group represents some of the largest informal learning institutions in the country. They committed to a partnership under a different landscape so Jon, Carli Bertrand, and I have been working to understand the needs and whether our agency can address those needs.
- CMc: We are getting close to a public announcement of recipients of this year's Environmental Literacy Grants Community Resilience competition. In the next few weeks I will send out a link with the grantees and their abstracts. We funded a wide variety of projects, both formal and informal, all across the country. This is a new focus for ELG. The SOS network meeting will be at the Oregon Museum of Science and Industry in Portland, Dec 2-4. If anyone is interested in attending, the invitation is open and please contact Carrie
- FN: These are all related to the Climate Education Literacy Initiative as part of the President's Climate Action Plan announced by OSTP.
- As a result of the Climate Education Literacy Initiative as part of the President's Climate Action Plan announced by OSTP, a partnership was formed between The Wild Center (an SOS institution), Association of Science and Technology Centers (ASTC), and the Department of Energy to host climate youth engagement side events at COP21 in Paris. That session has been accepted by the State Department and will be held on Nov 30th. Subsequent to that there will be a series of climate youth summits in Detroit, Seattle, Houston, and other locations to be determined.
 - LHR: How do kids get involved in climate youth engagement program?
 - FN: The point of contact is Jenn Crester at The Wild Center.
 - ***ACTION: Frank will send link to [climate.gov](#) page about the climate youth engagement program to Ed Council***
- JM: NOAA Citizen Science Community of Practice is working with the Office of Science and Technology Policy on a White House event to highlight Citizen Science. The event will be a launch of the Federal Citizen Science toolkit, which includes case studies of 3 NOAA projects as successful implementation projects.
We are populating a database of federal Citizen Science projects (74 projects, 30 are NOAA)
June Teisan is organizing a photo competition for the Citizen Science Community of Practice
- TF: I've been promoted to meteorologist in charge of the office. I'm still working on the NWS education outreach strategic plan.

- LHR: We had several Fisheries educators participating in the Carbon Networks workshop. It was very useful for networking with the three organizations, Pacific Science Center, The Exploratorium, and the Waikiki Aquarium. We were able to get a lot of local and West Coast contacts.
The Southeast Fisheries Science Center had tours through the Galveston lab all summer (1200 students and general public) as well as summer camps and presentations.

Hard copies of the new Strategic Plan, Strategic Plan Executive Summary, and FY14 Accomplishments Report were handed out. Extra copies are available in the Outreach Center in SSMC4 for anyone who would like them.

Upcoming Council Meetings:

All agenda items are tentative

October 21, 2015

November 18, 2015

December 16, 2015